

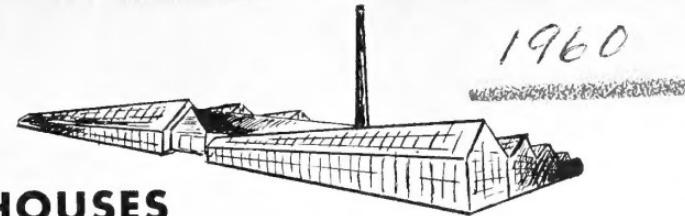
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Fischer . GREENHOUSES

NEW JERSEY

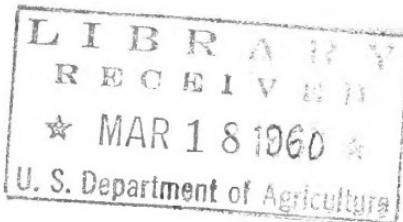
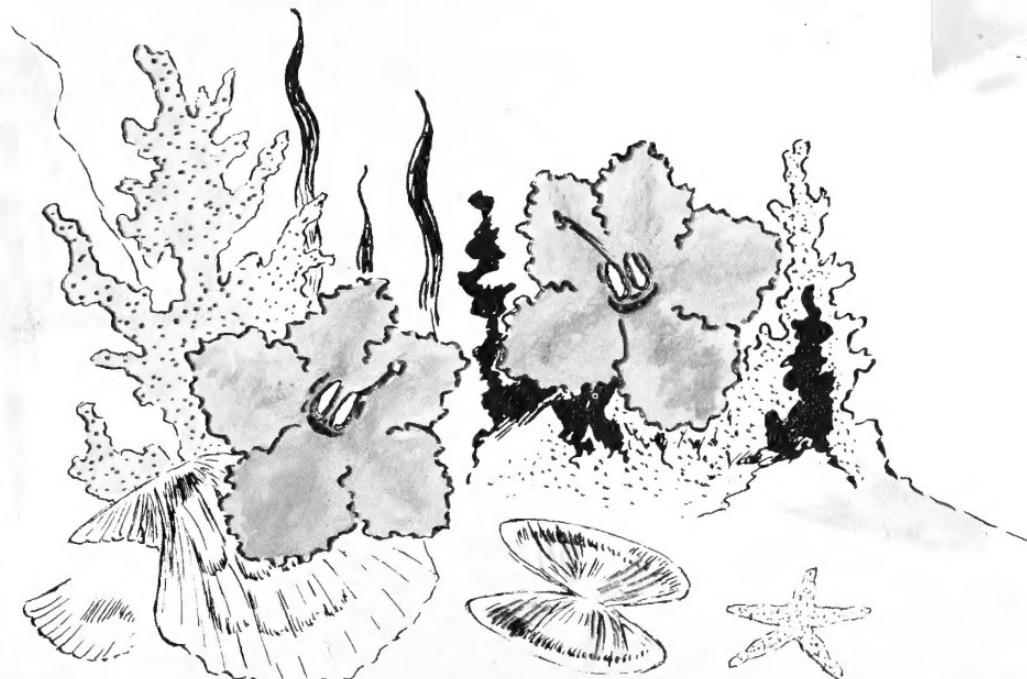
LINWOOD



1960



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Violets - By - Mail

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3547
REQUESTED

**AMERICA'S
FINEST**

AFRICAN VIOLETS

Safely . . . by Mail



DIRECT FROM AMERICA'S FOREMOST GROWER & HYBRIDIZER

New Singles . . .

- ★ **SEA HAWK**—very outstanding giant frilled dark purple, blossoms high above strong and gently waved foliage. Very excellent \$2.50
- ★ **PINK DUET**—bright pink with excellent white fringed edge. Heavy bloomer, attractive deep green waved foliage....\$2.00
- ★ **BURNING SAND**—outstanding fluorescent raspberry red color with faint white edge—medium grower.....\$1.50
- ★ **WISTERIA**—large frilled blossoms of rich wisteria color, beautiful waved foliage. A nice addition to any collection....\$1.50
- ★ **PINK HALO**—full petalled pink with distinct white edge. A best seller at our greenhouses—deep green foliage.....\$1.50
- ★ **DRIFTWOOD**—spectacular highly ruffled deep purple, unexcelled for fringe. A medium grower.....\$1.50
- ★ **MER ROUGE**—outstanding deep pink ruffled blossoms, strong flower stems above deep green foliage.....\$1.50
- ★ **SEA ROBIN**—a new color addition with spritely raspberry red center shading at the petal edges. Waved blossoms held well above attractive foliage.....\$1.50
- ★ **ITALIAN SKIES**—delicate pastel blue blossoms with gentle fringe. An attractive plant with good combining color....\$1.50

Favorite Doubles . . .

- FLAIR**—excellent clear blue double showing much pollen, heavy flowering open grower with fine glossy girl foliage—a blue ribbon winner.....\$1.50
- COQUETTE**—very full frilled deep lavender, spectacular in full bloom, slightly waved foliage.....\$1.50
- SEASPRAY**—giant pale blue flowers shaded to white highly fringed and true to name, a fine bloomer, very pretty....\$1.50
- CARNATION FRILLED PURPLE**—giant deep purple blue flowers, frilled. Attractive pollen center, deep green foliage.....\$1.00
- CANDY COTTON**—large flowered and strong growing pink double. Profusion of bloom, medium green foliage.....\$1.00
- CARIBBEAN**—giant bright blue blossoms with attractive waved foliage, an eye catcher showing much pollen.....\$1.50
- PINK CONSTELLATION**—lavender pink sport of Pink Cloud, flower flecked white.....\$1.50
- THE NEW ALMA WRIGHT**—clusters of pure white, fully double blossoms, many highlighted with pollen center.....\$1.50
- RASPBERRY RED**—a “fluorescent” reddish pink. A medium grower and profuse bloomer.....\$1.50
- EDNA FISCHER**—lovely plum shade double, white edged with foliage reddened below.....\$1.00

Episcias . . .

Exotic vines akin to the African Violets but with somewhat greater light requirement. Ideal specimens for hanging baskets, wall brackets or shelves where light is ample. Perfect color complements to your violets.

- TROPICAL TOPAZ**—lemon yellow flowers in great profusion at the crown and along the handsome glossy green vine....\$1.50
- ACAJOU**—flowers of bright poinsettia red and exceptionally fine variegated foliage make this an outstanding horticultural specimen
- PINKISCIA**—luscious deep pink flowers combine with interesting chocolate green foliage to make a fine effect.....\$1.50
- ★ **LILACINA BLUE**—large light blue flowers and attractive bronze foliage

SPECIAL OFFERS—

- Any \$ 6.00 Selection Only \$ 5.25
- Any \$ 7.50 Selection Only \$ 6.50
- Any \$10.00 Selection Only \$ 8.75
- Any \$15.00 Selection Only \$12.75 Postpaid

All 46 Plants in Color Spread—Regular Value \$69.50 Only \$50.00 postpaid.

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New Doubles . . .

- ★ **KING NEPTUNE**—This is it! Giant semi-double blue, largest of them all. A real show plant and eye catcher in any collection. Will be a favorite for years to come.....\$2.50
- ★ **DANCING WATERS**—a heavy flowering double pink Geneva with good white edging. Foliage medium green with attractive wave
- ★ **CRYSTAL MINT**—a ruffled double white with traces of chartreuse edging. Very unusual.....\$1.50
- ★ **FLIRT**—a very fine full lilac lavender, with crepe edge petals and showing much yellow pollen. Foliage medium green and slightly waved. One well named and one of the best....\$2.00
- ★ **DOUBLE PINK MIRACLE**—nicely frilled double pink with deep pink edging. Profuse bloomer with dark green foliage....\$1.50
- ★ **REDDERNES**—a real wine red, semi miniature. Fine bright color and dark green foliage.....\$1.50
- ★ **GIGI**—our best double pink fringed to date—large blossoms and dark green foliage—strong grower selected from hundreds of seedlings
- ★ **SEA SPIDER**—a novel double blue with green edging. Medium grower with waved foliage.....\$1.50
- ★ **PINK SHASTA**—rich semi-double pink frilled with good clear coloration
- ★ **WINTER MIST**—an unusual double white, with dark green contrasting foliage
- ★ **SEA BREEZE**—heavy flowering delicate pink with interesting deep green waved foliage.....\$1.50

Star Types . . .

“The Stars” represent a new strain of symmetrical-flowered violets developed by Lyndon Lyon. Flowers are large and completely regular in form. Foliage is soft and pleasing. Real contributions to any collection.

- ★ **BLUE FLAG**—huge blue flowers born in great profusion, sometimes showing sporting to light blue.....\$1.50
- ★ **STAR PINK** (New)—bright pink blossoms, almost as large as the deep green leaves.....\$1.50
- ★ **LOVELY RESELECT**—a white star, sometimes striped with light pink
- ★ **BONNE FOI**—a blue and white tu-tone, sometimes tending to semi-double. Very interesting color combination.....\$1.50
- ★ **SPIC**—a light blue symmetrical double, very free flowering habit
- ★ **SPAN**—the companion plant with free flowering pink blossoms

Favorite Singles . . .

- JERSEY MIST**—wispy light blue flower with attractive girl foliage, open grower and very prolific bloomer.....\$1.50
- SPOTLIGHT**—light pink flower with center of clear cerise red, a standout.....\$1.00
- RINGMASTER**—slightly cupped red-lavender flowers of good size with fringed white border, deep green foliage.....\$1.00
- FIRE DANCE**—the very best “red” with exceptionally large flowers in great profusion and fine foliage.....\$1.00
- PIRATE GOLD**—deep purple fringed flowers surrounded by chartreuse edge, unusual white spot under pollen.....\$1.50
- DESIREE**—very large ruffled white blossoms, medium green foliage slightly curled at edge.....\$1.50

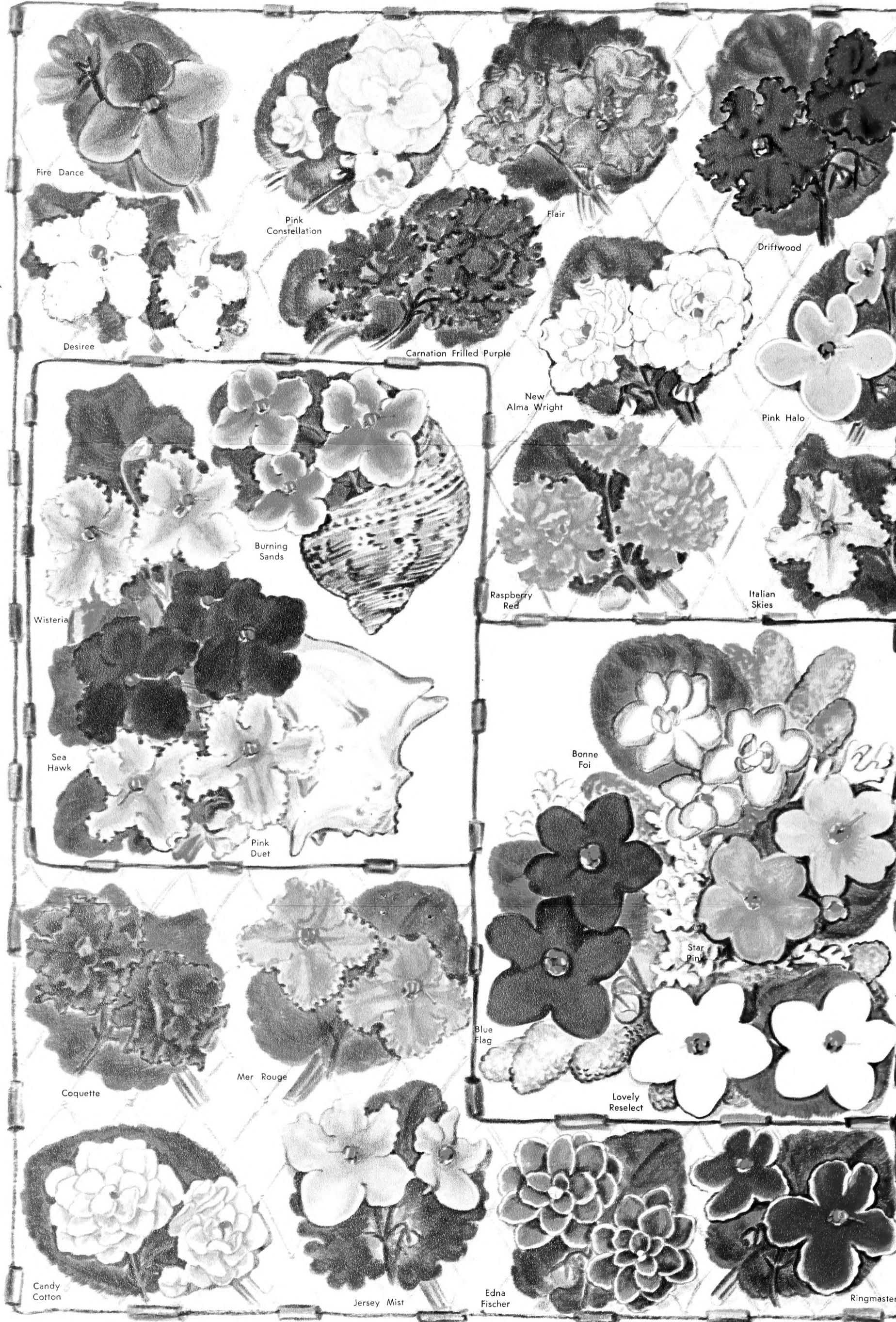
★ New Introductions for 1960

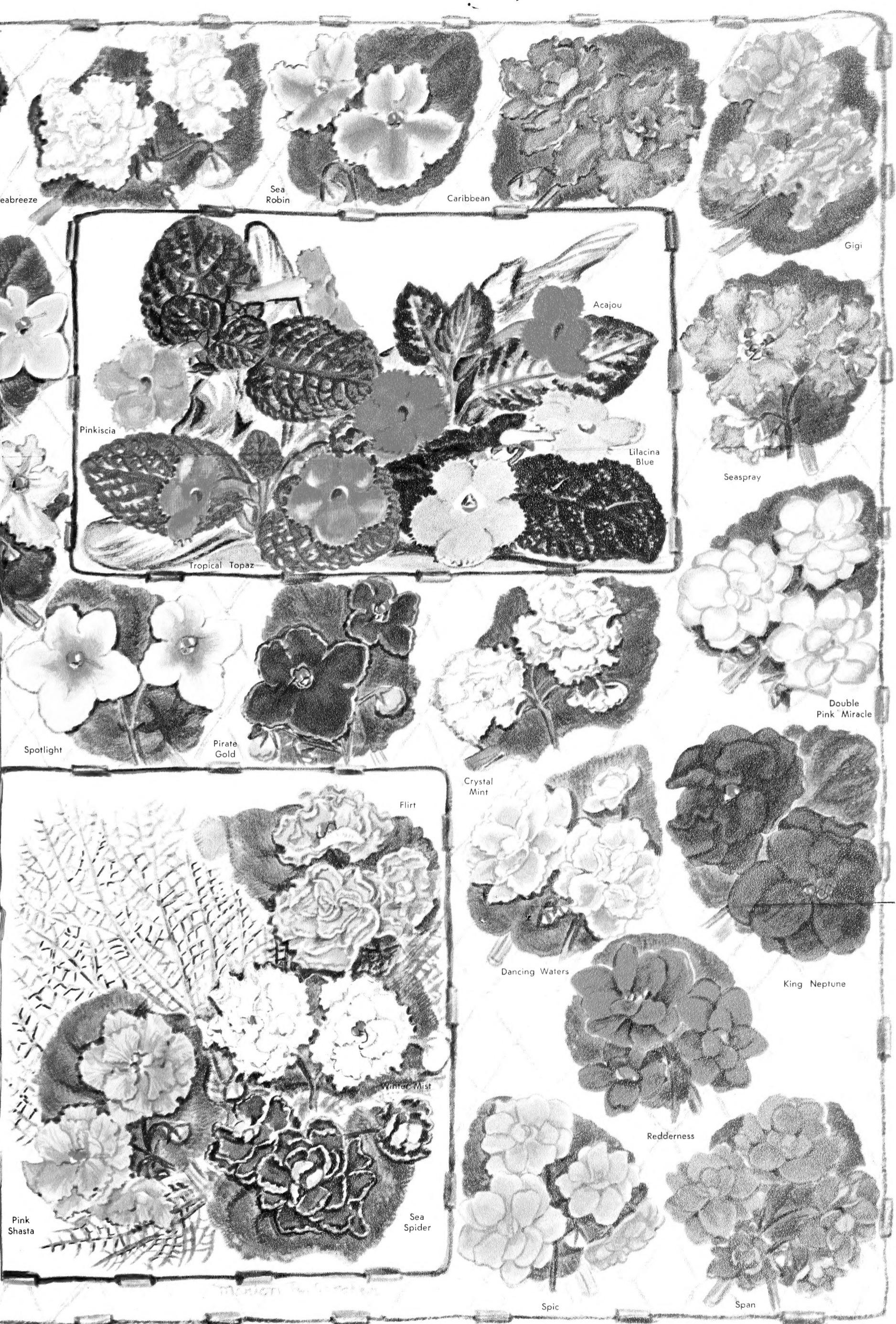
- Any \$20.00 Selection Only \$16.50 Postpaid
- Any \$25.00 Selection Only \$20.00 Postpaid
- Any \$35.00 Selection Only \$27.50 Postpaid
- Any \$50.00 Selection Only \$37.50 Postpaid

All 46 Plants in Color Spread—Regular Value \$69.50 Only \$50.00 postpaid.

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A Name of
QUALITY & INTEGRITY
To All America







IT'S EASY TO GROW GOOD VIOLETS AND EPISCIAS

It is easy and the rules are few and simple. But they must be followed. Here are the most important points to consider.

LIGHT—Always remember that "More light will generally bring a shy bloomer into flower". People often give their plants too little light. Violets even like some direct sunshine, though prolonged exposure will cause a yellowing or "sunburn". It is generally advisable to select the brightest window of your home and then provide a little shade (curtain etc.) when the sun becomes too intense. Some people cannot find a sufficiently bright spot or perhaps they want to have violets in dark spots in the home. These folks should investigate FLUORESCENT GARDENING. Violets, Episcias and many other plants grow beautifully under fluorescent light. Complete details may be found in "An Easy Guide to African Violets", described separately.

HUMIDITY—Violets like a high humidity. This is difficult to provide in most homes. Bottom watering helps but since humidity is almost always a problem, proper watering becomes especially important. Occasional spraying of plants with warm water early in the day is helpful.

WATER—Keep soil moderately moist, neither extremely wet or dry. If you bottom water (and this is a good method) simply add water to the saucer under the pot, but allow saucer to dry completely between waterings. It is a good idea to top water occasionally (with warm water) to redistribute fertilizer in the pots.

TEMPERATURE—Violets are tropical plants and they should have a fairly warm temperature. Try to grow them in the range of 70°–75°F. during the day and 60°–65°F at night.

FERTILIZERS—Violets like a soil of medium fertility. If your plants are growing actively use a balanced feed about once a month. Soluble feeds are good, if used as directed. But guard against excessive feeding, and if plants look stunted and yellow, consider the possibility that they might be overfed. When feeding small or newly potted plants, use fertilizer at one half strength.

SOIL AND POTTING—The violets that you purchase need not be repotted for several months. However, do not let plants become "potbound". When transplanting or dividing violets, use sterilized soil. You can sterilize your own by heating to 180°F for 30 minutes. A well prepared soil should have good drainage and ample organic matter. Use Vermiculite or Perlite to "loosen" soil.

INSECTS AND DISEASES—We now have an answer to the nematode problem. These destructive little "eelworms" that damage roots and stems can be controlled by use of VC-13, new chemical discovery. Other insects can be eliminated by materials as rotenone, malathion, etc. Fermate is a good fungicide. More complete directions may be found in "An Easy Guide to African Violets." Prevention is the best cure, however, and you should make sure that all stock comes from reliable sources.

SPECIAL ADVICE ON EPISCIAS . . .

The exotic Episcias, like violets native of the tropics, are related to the violets and require similar conditions for growing and flowering. Remember these points however. The Episcia needs somewhat more light than a violet for best bloom and growth. The Episcia is more easily chilled than a violet and requires higher temperature. The Episcia is naturally a vine and grows best in a situation where it can make pendulous growth. They are much at home in hanging baskets, in wall brackets or on window shelves. Ample light must be given and plants should not be chilled. The Episcias in general take some extra effort, but we consider that the rewards they offer in new flower colors, fine and interesting foliage and appealing new growth habit justify the extra care that they require.

We feel sure that if you follow these rules and make experiments to determine the best conditions in your own home, you'll find that your violets and Episcias will be healthier, bloom better and be more fun, too.

REPORTS FROM OUR CUSTOMERS . . .

"It is a pleasure to receive plants from you."

—Mrs. M. W., Indianapolis, Ind.

"Certainly a pleasure to unpack such beautiful plants."

—Mrs. F. M., Angleton, Texas

"The plants were beyond words, so fresh."

—Mrs. G. A., Lethbridge, Alberta, Canada

"Your plants are always as you describe them, only more so."

—Mrs. M. D., Birmingham, Ala.

"Accept my congratulations, packing perfect and all forty plants excellent."

—Mr. R. T., Auckland, New Zealand

"Plants came—perfect condition, thank you for the replacement."

—Mrs. B. B., New Haven, Conn.

VISITORS WELCOME . . .

We send wonderful plants through the mail, but there is nothing like seeing for yourself the thousands and thousands of plants that we grow. We welcome your visit. The greenhouses are open daily, including Sunday to 5 P.M. We have, of course, many varieties that we can't list in our folder . . . There's a treat in store for you at the greenhouses.

WHEN ORDERING BY MAIL . . .

All shipments will be made by Parcel Post unless you request otherwise. 1960 shipping season begins in **EARLY MAY** and continues through **MID-NOVEMBER** depending on the weather. All plants shipped in 2 1/4" plastic pots.

Please send check or money order with order. No C.O.D. We pay postage on plant orders of \$10.00 or more. Please add 50¢ to help defray mailing expense on smaller orders. In case of loss or damage to plants in transit, please notify us immediately.

SPECIAL DELIVERY—add 50¢

AIR PARCEL POST (domestic)—add 50¢ per plant.



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NEW JERSEY